REMARKS

Claims 1-19 were previously cancelled. Claims 20-42 remain pending. Claims 20, 21, 22, 31, 32, 39-42 have been amended. Applicants reserve the right to pursue the original claims and other claims in this application and in other applications.

Claims 20 and 41 stand rejected under 35 USC 102(e) as being anticipated by U.S. Patent No. 6,766,524 to Matheny et al ("Matheny"). The rejection is traversed and reconsideration is requested.

The present invention relates to information service systems, an information supply system used in an information service system, a program for information supply terminals and information service methods. More specifically, the invention relates to an information managing portion that automatically generates individual interest information. For example, in one disclosed embodiment, the invention includes a part for determining whether a television program has been continuously on for more than a predetermined time. When the determination is made, individual audience result information is generated based on the basis of viewer identification information. An information managing portion 805 (FIG. 2) automatically generates individual interest information based on the individual audience result information. See p. 17, line 25- p. 18, line 12. Thus, during and after viewing of a program, no input is necessary by the user in order to generate the individual interest information.

Each of the independent claims has been amended to clarify this important aspect of the invention. For example, claim 20 has been amended to recite an information service system comprising a "file which stores . . . individual interest information generated automatically by an information managing portion on the basis of said individual audience result information." Similarly, independent claim 41 has been amended to recite the step of "performing file management on a file of said collected information including at least individual interest information that has been automatically generated by an information managing portion."

Matheny relates to a system and method for encouraging viewers to watch television programs. In the passages cited by the Office Action, Matheny teaches that in order to encourage viewers to watch commercials, an incentive, such as prize points, is offered to viewers

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who watch the commercial and provide feedback. Specifically, Matheny teaches that a set-top box 245 presents a viewer who watched a commercial with a test question to determine that the viewer watched the program. For example, after an advertisement is run, the test question may ask the viewer to identify the sponsor of the ad. A correct answer indicates that the viewer did watch the commercial, and that viewer is therefore entitled to some reward. The set-top box 245 then stores the information including how much of the program was viewed and the viewer's answers to test questions in a local log file 271 on a disk drive. An information store 220 includes a reward database 280 that includes a list of viewers and a corresponding list of reward points.

Thus, according to Matheny, when a viewer who watches the commercial answers a test question, the viewer is entitled to some reward. Thus, a contents creator is required to prepare the test question, the viewer must input an answer, and the invention appears limited to advertisements. In contrast, according to the present invention, as described above, even if a viewer is not actively participating, individual audience result information and individual interest information can be prepared automatically. For at least these reasons, Matheny does not anticipate the claimed invention.

Claims 31-33 stand rejected under 35 USC 102(e) as being anticipated by U.S. Patent No. 6,486,920 to Aria et al. ("Aria"). The rejection is traversed and reconsideration is requested.

Aria discloses that by searching a program information store section and a program information processing section, a program information search section prepares program information satisfying a given search condition. A channel formed by selected programs is displayed with a total fee. The channel is changed so as to include a program of a service channel by a remote controller when a program guide is displayed. In addition, the passage teaches performing a schedule by selecting several programs.

Thus, according to Aria, personal program information is prepared by searching the program information processing station. In contrast, according to claim 31, the information supply terminal includes an information generator for automatically generating individual

interest information from individual audience result information. Accordingly, even if a viewer is not actively participating, individual audience result information and individual interest information can be prepared automatically. For at least these reasons, Aria does not anticipate the claimed invention.

Claims 21-30 and 42 stand rejected under 35 USC 103(a) as being unpatentable over Arai in view of Matheny. The rejection is traversed and reconsideration is requested.

As above, each of claims 21-30 and 42 include the automatic generation of individual interest information on the basis of individual audience result information. For at least the reasons stated above, neither of the cited references, whether considered alone or in combination, teaches or suggests the unique combination of elements, including the automatic generation of individual interest information, as recited by claims 21-30 and 42. For at least these reasons, the combination of references does not render obvious the claimed invention. M.P.E.P. §2143.

Claims 34-36, 39 and 40 stand rejected under 35 USC 103(a) as being unpatentable over Aria in view of U.S. Patent No. 6,457,010 to Eldering et al ("Eldering"). The rejection is traversed and reconsideration is requested.

In the passage cited by the Office Action, Eldering teaches a subscriber profile vector including a demographic profile. The subscriber profile vector indicates a probabilistic measure of the age of the subscriber or average age of the viewers in a household, sex of the subscriber, income range of the subscriber or subscriber household, and other such demographic data. Further, Eldering teaches context comprehension including a voice input/detection means and closed captioning text that can be stored in memory for processing to extract the program characteristic vectors 150.

Eldering, however, provides no cure for the deficiencies of Aria discussed above. Specifically, Eldering provides no teaching or suggestion of the automatic generation of individual interest information as in the present invention. Even if there were some objective

motivation to combine the teachings of Aria with the teachings of Eldering, of which there is none, the combination of references does not render obvious the claimed invention. For at least these reasons, withdrawal of the rejection is requested.

Claims 37 and 38 stand rejected stand rejected under 35 USC 103(a) as being unpatentable over Aria in view of Eldering and further in view of Matheny. The rejection is traversed and reconsideration is requested.

Even if there were some objective motivation to combine the teachings of Aria with the teachings of Eldering and the teachings of Matheny, of which there is none, the combination of references does not render obvious the claimed invention. As described in detail above, none of the cited references, whether considered alone or in combination, teaches the automatic generation of individual interest information as in the claimed invention. For at least these reasons, withdrawal of the rejection is requested.

Each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to pass this application to issue.

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Respectfully submitted,

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